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1928

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3 NATIONAL COTTON SHOW, + 2a

U. S. Department of Agriculture Exhibit, + 3a

2a
Memphis, Tennessee,

October 13-20,

1928 // 2a

A Report //

by

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Marketing Specialist

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The Cotton Textile Institute, Inc., New York.

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Mr. H. S. Johnson

Miss Susan Bates

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Bureau of Foreign and Domestic Commerce.

Mr. E. T. Pickard

Mr. J. B. Lockwood

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Contributors.

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Westinghouse Electric and Manufacturing Co. ✓

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Calloway Mills ✓

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In Attendance at the Exhibit.

U. S. Department of Commerce,
Bureau of Foreign & Domestic Commerce.
J. A. Lucas.

Textile Bag Manufacturers' Association,
Miss Myra Van Nostrand. X

U. S. Department of Agriculture,
Bureau of Plant Industry.
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THE NATIONAL COTTON SHOW, MEMPHIS, 1928.

U. S. Department of Agriculture Exhibit.

The Tri-State Fair planned and developed what they designated as the National Cotton Show. The first display was made this year (1928) in connection with the Tri-State Fair, October 15-20.

Sears, Roebuck & Company's Agricultural Foundation provided a considerable sum (said to be \$10,000) for premiums for the competition in growing cotton. The display of competing cotton was arranged in a great bank of stalks stripped of leaves and holding the open bolls of cotton. It made a very impressive display. The winning stalk had 216 ripened bolls of cotton. It was grown in Mississippi.

In the building were arranged most of the miscellaneous agricultural displays from counties in Tennessee and also from neighboring states. The displays from the U. S. Department of Agriculture for both the National Dairy Exposition and the National Cotton Show were shown in this main agricultural building.

The Cotton Show exhibits from the U. S. Department of Agriculture were contributed by four of the Bureaus; Bureau of Entomology, Bureau of Plant Industry, Bureau of Home Economics, and Bureau of Agricultural Economics.

The Bureau of Entomology furnished some illustrative material for a three panel booth. Pictures and glass covered plaques containing specimens of cotton insects were displayed.

The Bureau of Plant Industry provided a three panel booth under the title, "Good Cotton is a Community Problem." The idea of the exhibit was that by cooperation of the cotton growing farmers of a community they could insure for themselves good seed by arranging that all growers patronizing any single gin shall use the same kind of seed of the variety proven to be best adapted to the soil, climate, and other conditions of the community.

The Bureau of Agricultural Economics provided exhibits on the following subjects: "Crop and Market Information", "Cooperative Marketing of Cotton", "Cotton Warehousing", "Cotton Seed Utilization", "Cotton Crop and Staple Estimates", "United States Cotton Standards" and "Cotton Utilization."

The Crop and Markets Information Booth showed by pictures, charts and text the sources and methods of distributing the crop reports and the market information that is received from both the domestic centers and the foreign markets. One interesting chart was the one showing the per cent of difference between the October 1st cotton crop estimates and the final total number of bales reported by the cotton gins. The chart shows that the October 1st estimates of production are remarkably close to the actual number of bales ginned.

Cooperative Marketing of Cotton was given expression in a booth using a projection lantern for glass slides. The pictures and captions used told the story of cooperative handling of cotton in

all its phases. On the side panels were some interesting statements. One side showed the total size of the 1927 cotton crop (12,955,000 bales) and the number (841,000) of bales handled by the cooperative associations. The October 1st estimate of the 1928 crop (13,993,000 bales) and a question as to how many bales the cooperatives would handle this year. On the opposite panel was a statement of the functions of a cotton cooperative association.

"Cotton Warehousing" was the title of the next booth. Here was shown a model of a cotton warehouse. Three panels showed cotton exposed to weather damage, cotton in a well managed warehouse, and an airplane view of a very large warehouse. The benefits to warehouse owners and to depositors under Federal supervision were listed in detail and an enlargement of a Federal warehouse receipt compared to a receipt of a form used by some unscrupulous warehousemen was shown. The title of this panel was, "Some Strong Features of a Federal Warehouse Receipt."

A unit that attracted a lot of attention was "Cotton Seed Utilization." In this three panel booth, tables were used, upon which was displayed a great variety of samples of cotton seed and "Linters" products.

On the panels by the use of pictures a story of the present day utilization of the seed which was formerly thrown away into swamps and rivers was portrayed: A cotton field, a gin, an oil mill and the two important processes conducted there, i.e., delinting the seed and extracting the oil from the kernels. Pictures

of trains bearing bales of lint and tank cars of oil extend from the oil mill to the various factories which use these products as raw materials.

Under the panels, on the tables were the products. On one side were the raw products from lint cotton to refined cotton seed meal and edible flour. On the other the various manufactured products from soap to films, dyes paint and rayon. On the center table a complete set of Cotton Linters Standards were arranged. Each carried a placard shewing the principal uses.

The "Grade and Staple Estimates" work of the Bureau, specifically authorized by Congress, was displayed by the use of charts showing the results of some of the work in 1927 and the grades and staples upon which the work is based.

"The United States Cotton Standards" were shown in complete detail. A full set (25 boxes) of actual practical forms, covered with glass to keep out the dust, were arranged in sequence from the highest grade (Middling Fair, Upland Cotton) to the lowest grade (Good Ordinary) gave the visitors a complete picture of the grades. The caption used was, "These Standards Apply in the Marketing of the Cotton Crop from the Fields to the Mills."

To the left was a 4 ft. by 8 ft. bromide of a cotton field. On the right a mechanical model of a cotton mill bore out the idea expressed by the caption.

A set of the Staple Standards for all the lengths of cotton from 3/4 inch to 1 3/4 inches was displayed in front of the Grade Standards boxes.

The central and outstanding unit of the display was "Cotton Utilization." This was shown under a canopy of striped cotton duck. This pavilion was 16 feet wide and 32 feet long. Tables under the canopy carried hundreds of specimens and samples of ways that cotton is utilized both in industry and for household and personal uses. A sign in the center announced that the display was sponsored by "The New Uses Committee" which represented the U. S. Department of Agriculture, the U. S. Department of Commerce and the Cotton Textile Institute, Inc.

The display was divided into two main sections, "Industrial Uses", and "Household and Personal Uses." Under Industrial Uses were shown "Cotton Used as Cotton in Industry", "Cotton Combined with other materials in Industry", and "Automobile Uses of Cotton." Cotton as such was illustrated by cotton bagging for cotton bales, cotton bags for flour, cement, rice, sugar, etc., fabric signs and road markers, cotton yarn for electric insulation, buffing and polishing wheels and indoor factory truck wheels having cotton fabric treads. There are many other uses, but space did not permit their being displayed.

Cotton combined with other materials such as rubber, bakelite and other synthetic materials made an interesting display. "Micarta" a product of the Westinghouse Electric and Manufacturing Company is

composed of cotton fabric impregnated with a synthetic resin and was shown in the form of sheets, gear wheel blanks, airplane control pulleys, and a section of an airplane propeller blade. Loom pickers and other parts of weaving machinery employing cotton in their construction were shown. Bakelite insulators, gaskets and other molded forms containing cotton fabric were shown. Cotton and rubber are combined in the making of many articles. The display showed shoe soles, power and machine drive belts of three, four and five ply thickness, as well as a product called "Texrope" a rubber and cotton fabrication to take the place of rope drives. This product is also used for short drives such as automobile fan belts, etc.

On an average every American automobile requires about 35 pounds of cotton in its construction. "From Tops to Tires" is not an idle expression in referring to the uses of cotton in automobiles. Top material is usually a strong cotton fabric coated with a water proof material. This was formerly called rubberized fabric, but now more often the coating is made from cotton much as celuloid is made, but tougher and more elastic.

Noiseless gears of "Micarta" or other similar material, electric insulation padding, upholstery, felt washers, tire cords, etc., etc., are but a few of the many uses for cotton in the making of automobiles.

Many samples of material composed of cotton used in the New Ford cars were displayed. A complete exhibit of the making of cords for tires was displayed.

The Household and Personal Uses Section was planned by the Bureau of Home Economics.

The "Household and Personal Uses" of cotton are literally innumerable. Only a few could be displayed, but these were of particular interest. "Osnaburg", a coarse heavy fabric made of low grade or waste cotton was shown made into many attractive articles. Alone or combined with other fabrics it can be used for many purposes: furniture coverings, draperies, curtains, dresser and table scarfs, etc., etc. Dyed, stenciled or painted it is a very useful material. Its low cost makes it particularly attractive. The display showed how many articles for household use can be made of cotton materials.

Cotton for summer clothing, both for men and women, were included in the exhibit. Ensemble street outfits included dress, coat, hat, purse, stockings and shoes. Household ensemble outfits of dress and aprons were displayed.

That cotton stockings may come back was shown in the display of fine lisle hose for sport and party wear. Even cotton chiffon hose rivals silk in beauty and durability.

Cotton in the bedroom was shown by the use of sheets, pillow cases, mattresses, comforts, blankets, spreads, rugs, hangings, etc.

More cotton will be consumed if people would use longer sheets. The use of longer sheets contributes to comfort and health and provides for making the bed more attractive. The newest vogue is colored sheets of pastel tints of all colors. In the center of this bedroom display was a model four poster bed, dressed with sheets of proper proportion to conform to the idea of "Longer Sheets

for Comfort and Health."

Thrift and saving in the home in the use of cotton goods was shown in the display contributed by the Textile Bag Manufacturers' Association. Household utilities made of reclaimed flour sacks included doilies, dish towels, laundry bags, shoe bags, table and dresser covers, refrigerator vegetable bags, etc., etc.

In the personal uses section were shown numerous uses for flour sacks, such as infant dresses, pajama suits, rompers, beach coats, etc., etc.

Circulars and pamphlets on how to utilize flour, sugar and other commodity sacks were distributed in large numbers particularly to women.

At the entrances to the exhibit stood four sentinel bales of cotton of high density type covered with the recommended cotton bagging. These bales had been baled in North Carolina, compressed at Norfolk, Virginia, shipped to Bremen, Germany, warehoused there and returned to Philadelphia. The wearing quality and salvage value of the cotton bagging as compared to imported jute was apparent to all.

The exhibit was made more attractive by the use of the large bromides (4 ft. x 8 ft.) of a cotton field, a cotton gin, a cotton compress yard and by the mechanical model of the cotton mill.

All the curtains, draperies, canopy, etc. used in the exhibit were of cotton. At the entrance to the exhibit were traffic guides and signs cemented to the pavement with which the building was floored.

These signs and guides are made of painted cotton fabric and are made to be used on streets and roadways. These signs were helpful in deflecting visitors into the exhibit area.

Many commendations were received from the fair management and from visitors on the display. Circulars on uses of cotton, the work of the different sections of the Cotton Division of the Bureau of Agricultural Economics, and the Bureau of Foreign and Domestic Commerce were distributed. A great many bulletins on Co-operative Marketing of Cotton were also taken as were the market reports.

Taken as a whole or as individual units, the exhibit was a success in that each part had a story to tell, it attracted attention, and caused people to stop and see what it was about.

Although presenting some difficulties of arrangement and display, as well as requiring a great deal of attention, a collection of samples of various products will attract and hold the attention of most visitors. This is a point to bear in mind when designing and organizing an exhibit such as the Cotton Show Display.

J. C. Gilbert,
Marketing Specialist,
5a Washington, D. C.
Nov. 1, 1928.

5c /



Natl Cotton Show
Memphis Oct 1928
USDA 29036.C





Nat'l Cotton Show
Memphis, Oct 1928
USDA 29023-C



Nat. Cotton Show
Memphis, Oct 1928
USDA 29026-C



Nat Cotton Show
Memphis, Oct. 1928
USDA 29025-C

COTTON UTILIZATION



Nat. Cotton Show
Memphis, Oct. 1928
USDA 29022.c



Nat. Cotton Show
Memphis Oct. 1928
USDA 29024-C



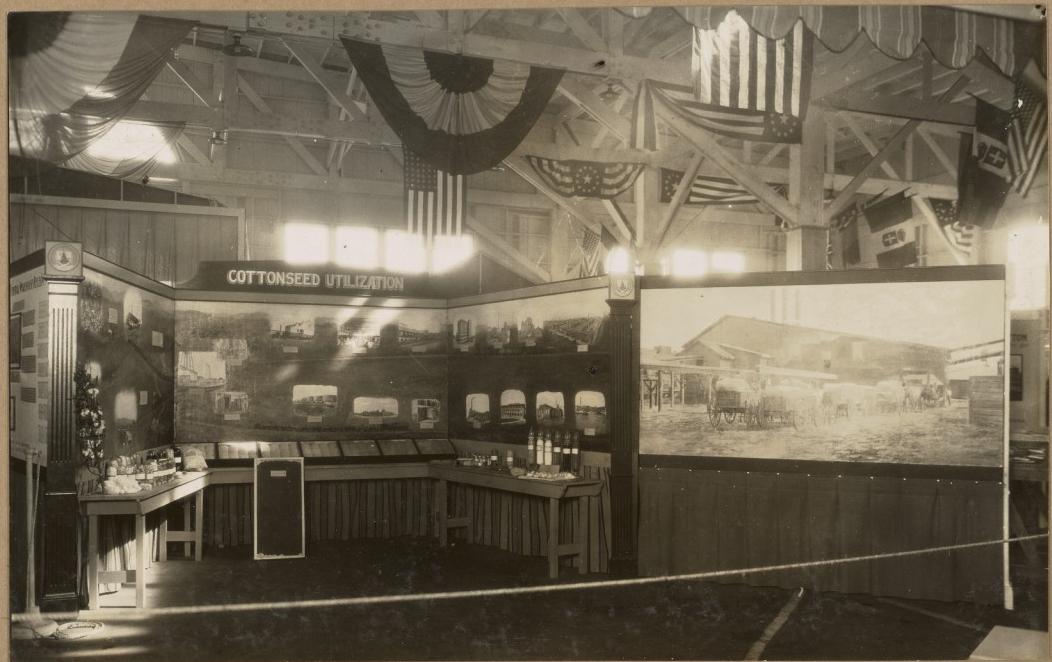
National Cotton Show
Memphis, Oct 1928
USDA 29027-C

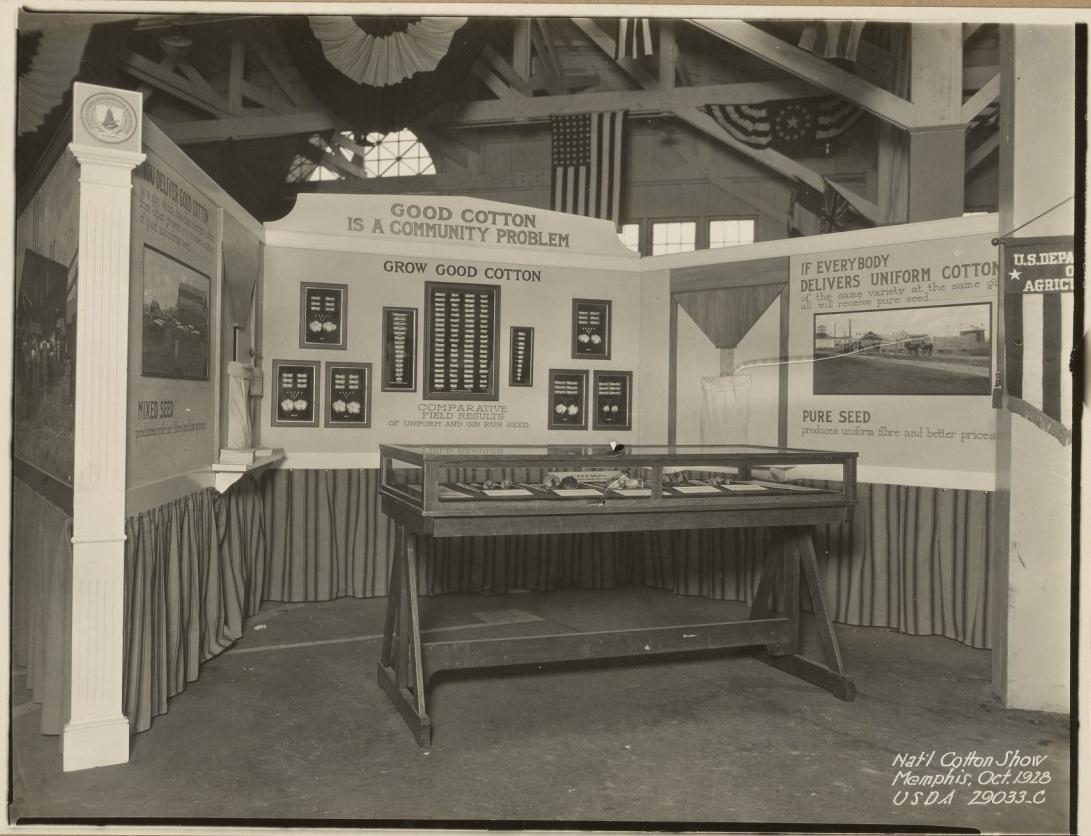


NAFI Cotton Show
Memphis, Oct 1928
USDA 29029.C









Nat'l Cotton Show
Memphis, Oct. 1928
U.S.D.A. 29033.C



GRADE AND STAPLE ESTIMATES

IT PAYS TO GROW COTTON OF THE QUALITY THAT IS IN DEMAND

An Area Containing 3,412,000 Acres of Cotton
Surveyed in 1927 Showed These Facts

Do You Know The Catechism?



ENT
187



COTTON CLASSING

STAPLES

AMERICAN UPLAND

LENGTH IN INCHES

54-58	60	62	64	66	68	70
102	104	106	108	110	112	114
106	108	110	112	114	116	118
AND UPWARDS						

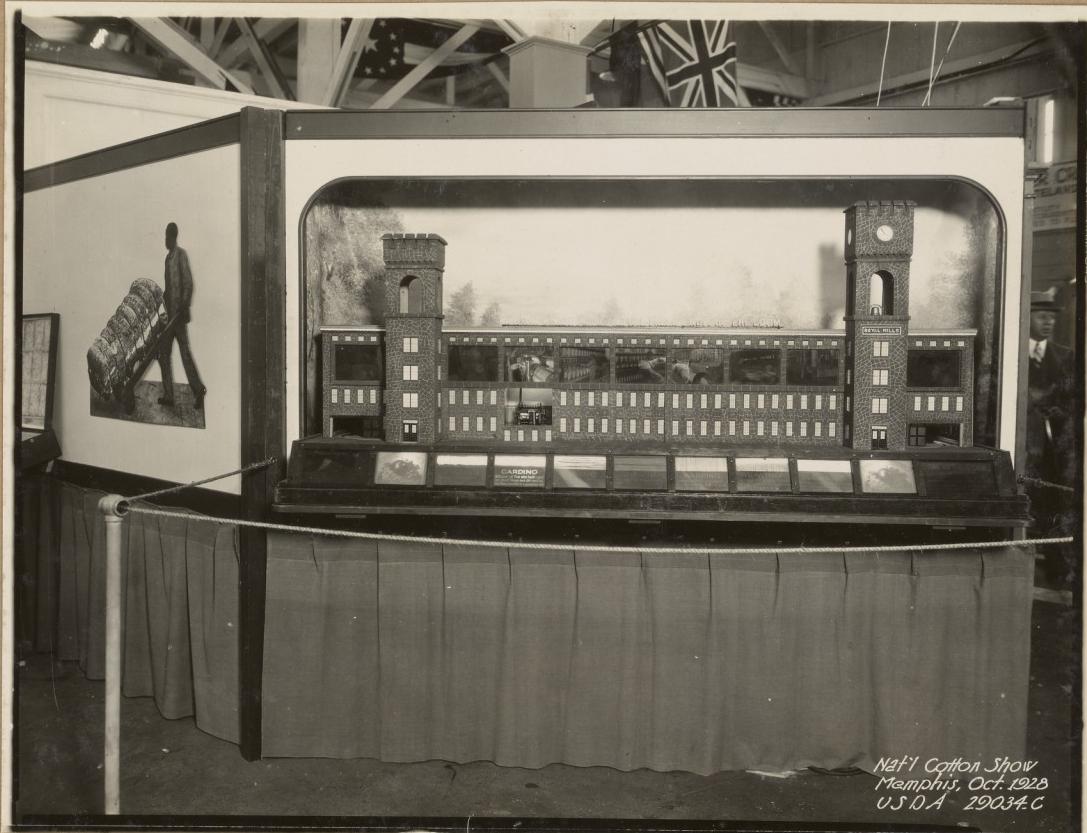
AMERICAN EGYPTIAN

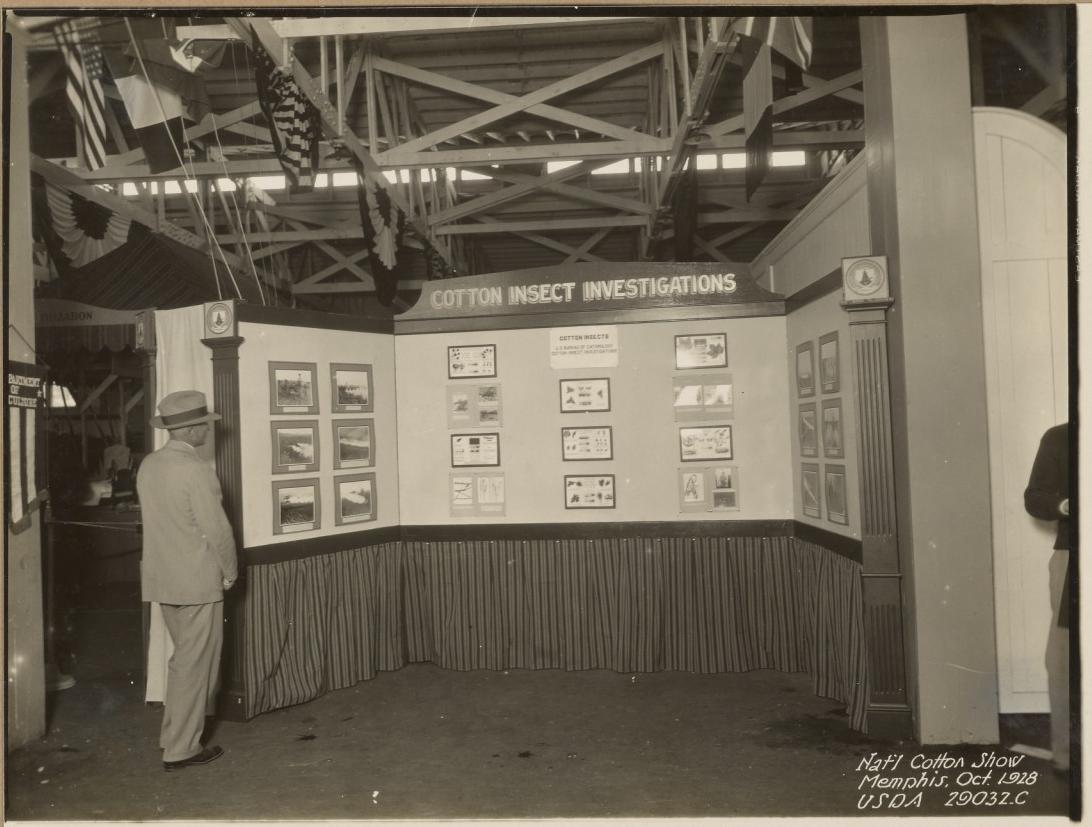
LENGTH IN INCHES

72	74	76	78
114	116	118	120
AND UPWARDS			

Learn the complete set of GitHub Standards also in this episode.

Natl Cotton Show
Memphis Oct. 1928
U.S.D.A. 29031-C





Nat'l Cotton Show
Memphis Oct 1928
USDA 29032.C

